

# CHATTERBOX EDITION

## POSTER STAMP BULLETIN

The Chatterbox Edition is published in January, March, May, September and November.  
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### FOR ONLY IN VICTORY CAN OUR HOBBY CONTINUE TO LIVE..

The war effort must have the right of way. With the curtailment of paper, difficult production problems, supplies of paper, manpower shortage, etc., and general war conditions, we are compelled to curtail our Chatterbox Edition.

Rather than to make this a one or two page issue, we thought it best to keep it to three pages, but curtail the number of issues. We will now have but three issues instead of five -- March, September, and November.

We will endeavor in these three issues to bring you all the chatty news possible, and the way to do this is to have our members send us in their bit of news for this publication.

For only in victory can our hobby continue to live; so we are willing to forego, and we know you are too, these few issues during the duration.

We have some mighty interesting material for the April issue of the Poster Stamp Bulletin, so be on the lookout for it.

We have noted a very decided increase in memberships so far this year, which goes to prove that we "Stay-at-homes" have more time for the Poster Stamp Hobby than ever before.

Burton Lee Tredson, President  
NATIONAL POSTER STAMP SOCIETY

### CONCLUSION

#### STORY OF THE POSTER STAMP (Continued from January, 1943 Issue)

#### COMMUNITY ADVERTISING

A series of Poster Stamps showing views of notable business buildings, public buildings, attractive residences, parks and playgrounds, and recreation centers. To get distribution outside of the city to attract visitors, have a return coin-card, describing the series. Have business concerns enclose in outgoing mail to trade territory, the cards with coins to be returned to civic organizations. Or, if it is desired, to give series free, have business houses and citizens enclose in outgoing mail.

STATES: A series showing attractions for tourists, to be enclosed in outgoing mail by business houses and citizens, under auspices of civic organizations.

CONVENTIONS: The Poster Stamp has long been used to advertise conventions, fairs and expositions. Suitable designs are prepared and offered for distribution to outside and local concerns interested in promoting attendance.

"SAFETY FIRST": A series with designs promoting safe driving, safe walking, protecting children, etc. To be distributed by automobile clubs, civic organizations and filling stations.

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**AIR TRANSPORTATION COMPANIES** may issue series profitably showing their types of planes, interior views of them, air pilots, and points of interest. To be issued to patrons, sent with circular matter, offered in newspaper advertising and with time tables. Also given out by ticket agents and tourist agencies.

**BUS LINES:** Series showing points of interest along lines, to be distributed in waiting rooms and by ticket agents. Display cards showing series, in waiting rooms and windows thereof.

**BANKS:** Series on the Thrift theme, or Safe Deposit Department, to be displayed in the lobby and given on request at the information desk or by tellers.

**FLORISTS:** Series of picture stamps showing various flowers in natural colors, to be sent with statements, enclosed with other advertising matter, and given free on application.

**SEEDSMEN:** Series showing blooms in natural colors, album to be given by dealers with purchases of seeds in a given sum; a stamp also for each packet purchased, or each item ordered. Albums might be mailed by home office in exchange for a given number of empty seed envelopes. This offer will build a large mailing list for subsequent catalogs or seasonal circular matter.

**MOVING PICTURE THEATRES:** Series of movie stars to be given to children on matinee days. New issues at intervals. Albums to be given on certain days as a special feature, or sold for a small sum at ticket booths, except during rush hours. Series to be announced on screen. This will greatly increase attendance of children. Adults, also, will be glad to have these portraits of their favorite screen artists or characters.

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ANY BUSINESS which offers goods or services to the public may find an endless number of profitable uses for the Poster Stamps.

### THE TRUE POSTER STAMP

All may not agree with this writer's concept of a true Poster Stamp. It is anyone's privilege to for his own conclusions.

One who knows his Poster Stamp regards its pseudo stepsister, the common, inartistic sticker, with justifiable scorn. He looks upon it much as the connoisseur of fine wines regards raw wines and cheap imitations. A genuine poster stamp is as different from a sticker as is champagne from circus lemonade.

The first requisite in a Poster Stamp is that "its beauty should be so striking that it will inspire the collector to preserve it, exhibit it proudly to his friends, and that his friends shall thereupon covet it." IF IT IS NOT WORTH KEEPING, IT IS NOT WORTH MAKING. The mission of the Poster Stamp should not be considered as the flower of the field which passes quickly.

The poster motif is essential, if it be true to name. It should have a degree of subtlety, a simplicity of composition and a boldness of execution. The artist may be pardoned for using a little license.

There should not be too much detail, as in pure illustration. Above all, the dash and daring of the artist should be expressed in flashes of brilliant, flat color, with a central figure in the spotlight.

People love color. A picture tells more than a page of words and speaks a universal language. One need not be educated to "read" the message of a good Poster Stamp, for it tells its story at a glance, a glance that will linger for a little feast of admiration.

The printed message on the poster stamp may well follow the slogan of the street car card advertiser: "The less you say the more they will remember."

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Have illustrations in color, if best suited to the product, or if the product does not lend itself to the poster motif. In that case, call them picture stamps, not Poster Stamps.

Poster Stamps should be drawn by artists who understand the requirements of a Poster. While a small portion of the public may not understand the technique, the majority are subtly influenced, and soon learn to discriminate.

Craftsmanship is a most important factor in the making of Poster Stamps.

Finally, use gummed paper made by reputable manufacturers for this special purpose.

#### NATIONAL POSTER STAMP SOCIETY PURPOSES AND FUNCTIONS

The National Poster Stamp Society is a non-profit organization to assist in the collection and exchange of Poster Stamps.

To manufacturers who wish to use Poster Stamps as an advertising medium, we are glad to offer suggestions as to subject matter, forms and methods of distribution. There is no charge for this service.

To printers and lithographers who are soliciting print orders for Poster Stamps, we are glad to offer suggestions as to colors, gummed papers, sizes and other necessary mechanical data. There is no charge for this service.

To collectors we offer a means of distributing information regarding the securing of Poster Stamps - sources, methods and ways of building up a collection. We will gladly act as a clearing house for the exchange of Poster Stamps between collectors. There is no charge for this service.

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#### PATRIOTIC POSTER STAMPS

Patriotic Poster Stamps recently featured in the Poster Stamp Bulletin. They may be purchased from the Poster Stamp Publishing Co., 2445 South Damen Avenue, Chicago, Illinois.

ITEM	PRICE
3001 U.S. Army Division Insignia 28 stamps.....	\$.25
3002 Barnum Civilian Defense Insignia 16 Stamps.....	.25
3101 Air Combat Insignia Series, Vol. 1, 50 stamps and album.....	.25
3102 Air Combat Insignia Series, Vol. 2, 51 stamps and album.....	.25
3201 Air Combat Insignia Series, Vol. 3, 50 stamps and album.....	.25
3202 Air Combat Insignia Series, Vol. 4, 50 stamps and album.....	.25
3401 Join the "V" Club of America Poster Stamp.....	.02
3403 "God Bless America" Poster Stamp.....	.02
3405 "America First in the Air" Poster Stamp.....	.02
3407 National Victory Effort Poster Stamps, 4 to set.....	.05
3408 "Pro Marina Hollandesa" (For the Dutch Navy) Poster Stamp, (very unusual).....	.03
3501 Lincoln-Immortal American Poster Stamp Series - 25 stamps.....	.25
3502 "America First" Poster Stamp ea.	.02
3509 "Holland 'ill Rise Again" Stamps, 20 Poster Stamps all alike.....	.25
3510 "I'm Carrying My Share for Victory" Poster Stamp, each.....	.02
3511 "Let's All Work Together" Poster Stamp, each.....	.02
3512 "Pledge Your Support" Poster Stamp, each.....	.02
3513 "Every American's Duty" Poster Stamp, each.....	.02
3514 "For Victory - Buy War Bonds and Stamps" Poster Stamps, each.....	.02

The Poster Stamp Publishing Co. still has available practically all stamps listed on price lists 100 to 3300. The company will also be glad to send FREE of CHARGE all available price lists on Poster Stamps. For information write

POSTER STAMP PUBLISHING COMPANY  
2445 South Damen Avenue  
Chicago, Illinois